Logic Model Development

Strategic Planning Framework
Partnership for Success

Phoenix, AZ

September 9, 2014

AJ King, Consultant

Agenda

- What is a logic model?
- How are logic models used?
- Logic models and the Strategic Planning Framework
- Basic Components of a Logic Model
- Building a logic model *that you love*

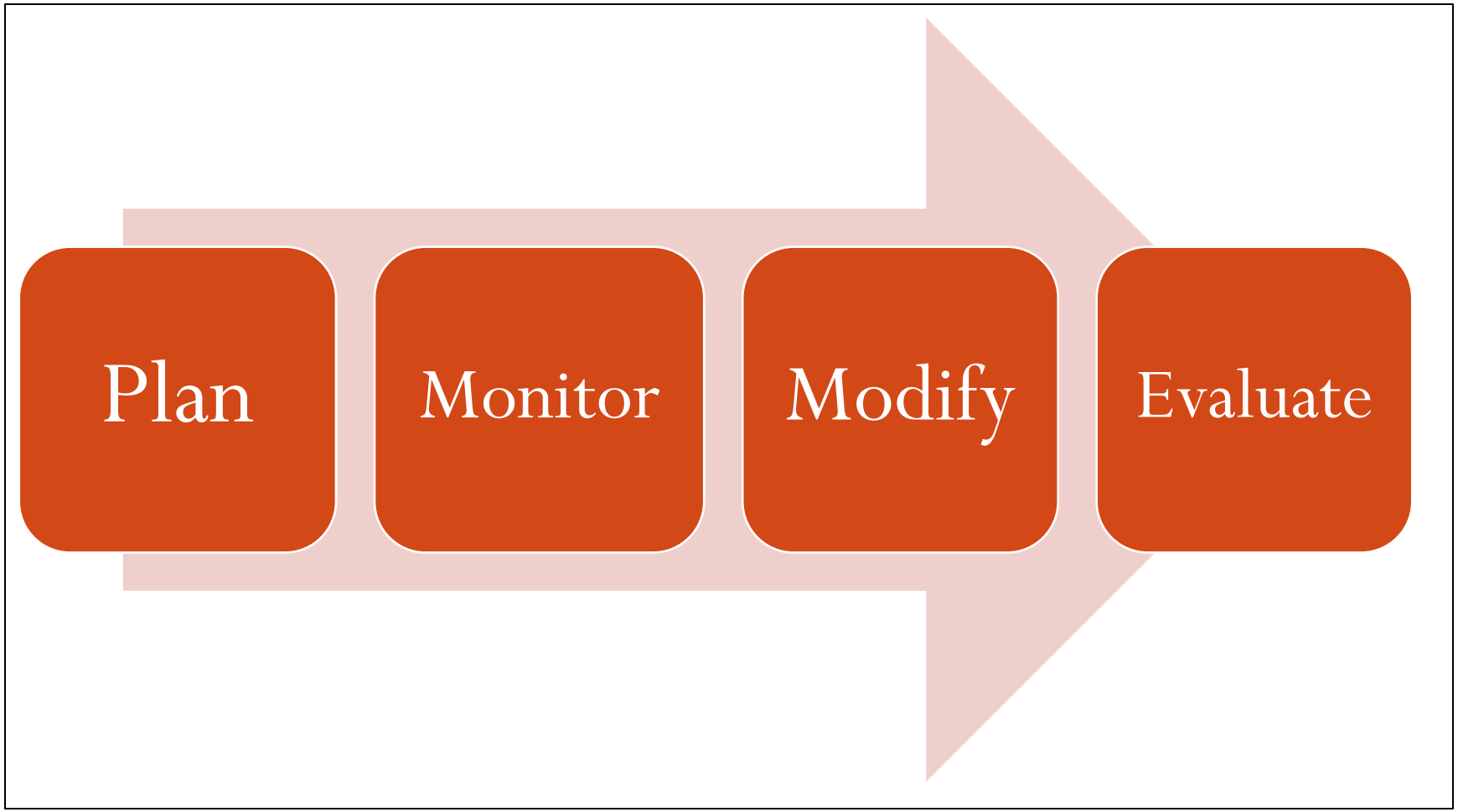
What is a logic model?

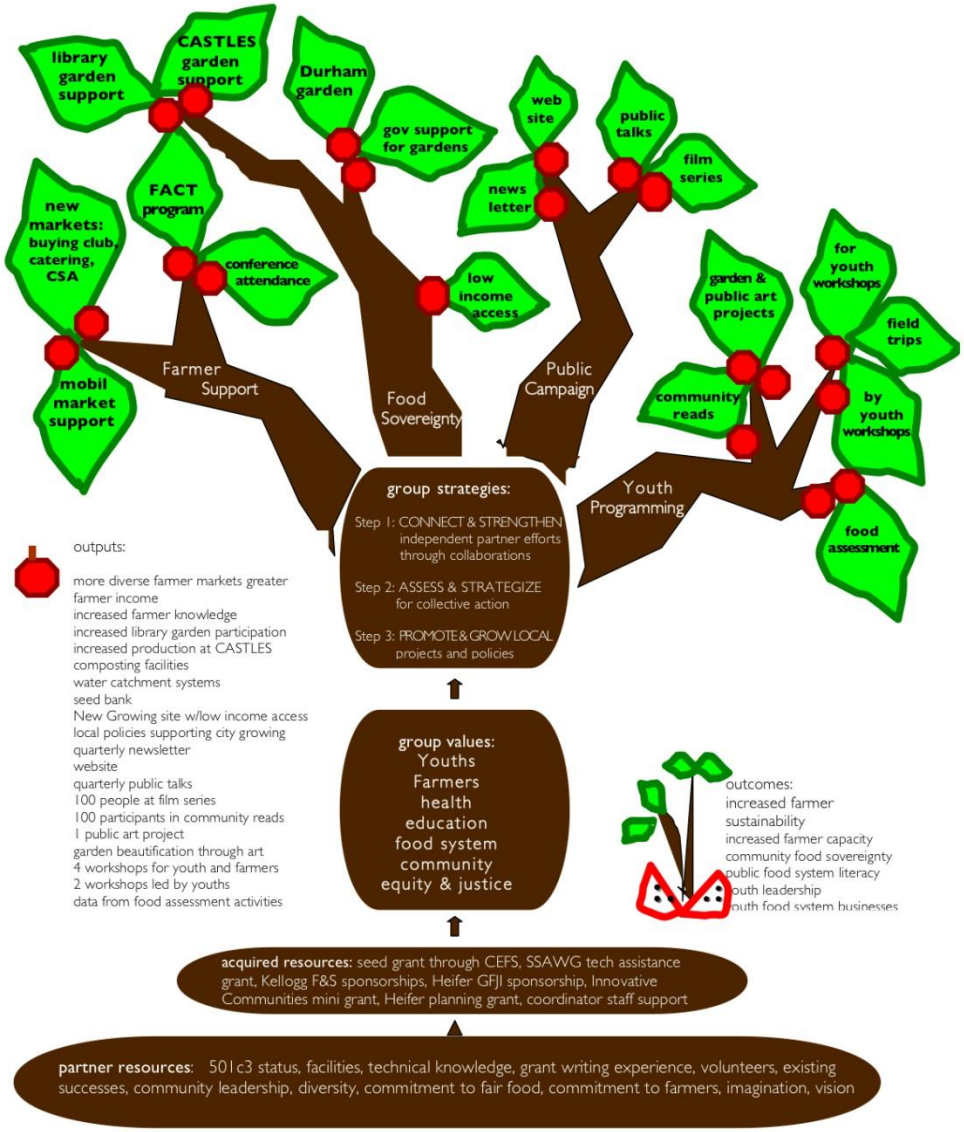
A graphic depiction of the key components of a program, how they relate to each other, and how the program will achieve the intended results.

Logic Models

- Summarize key program components
- Explain rationale behind activities
- Clarify intended outcomes
- Provide a communication tool

How are Logic Models Used?

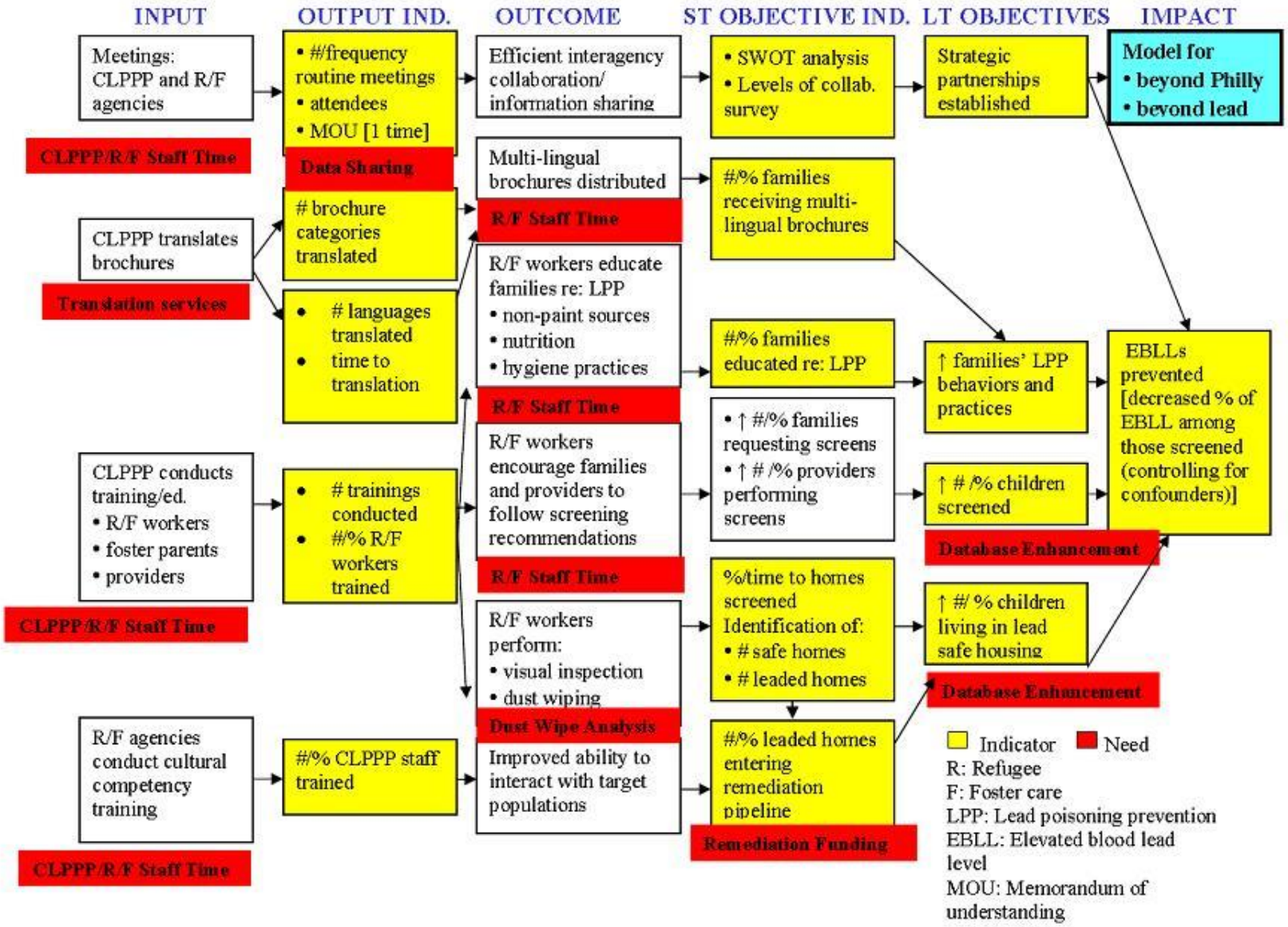


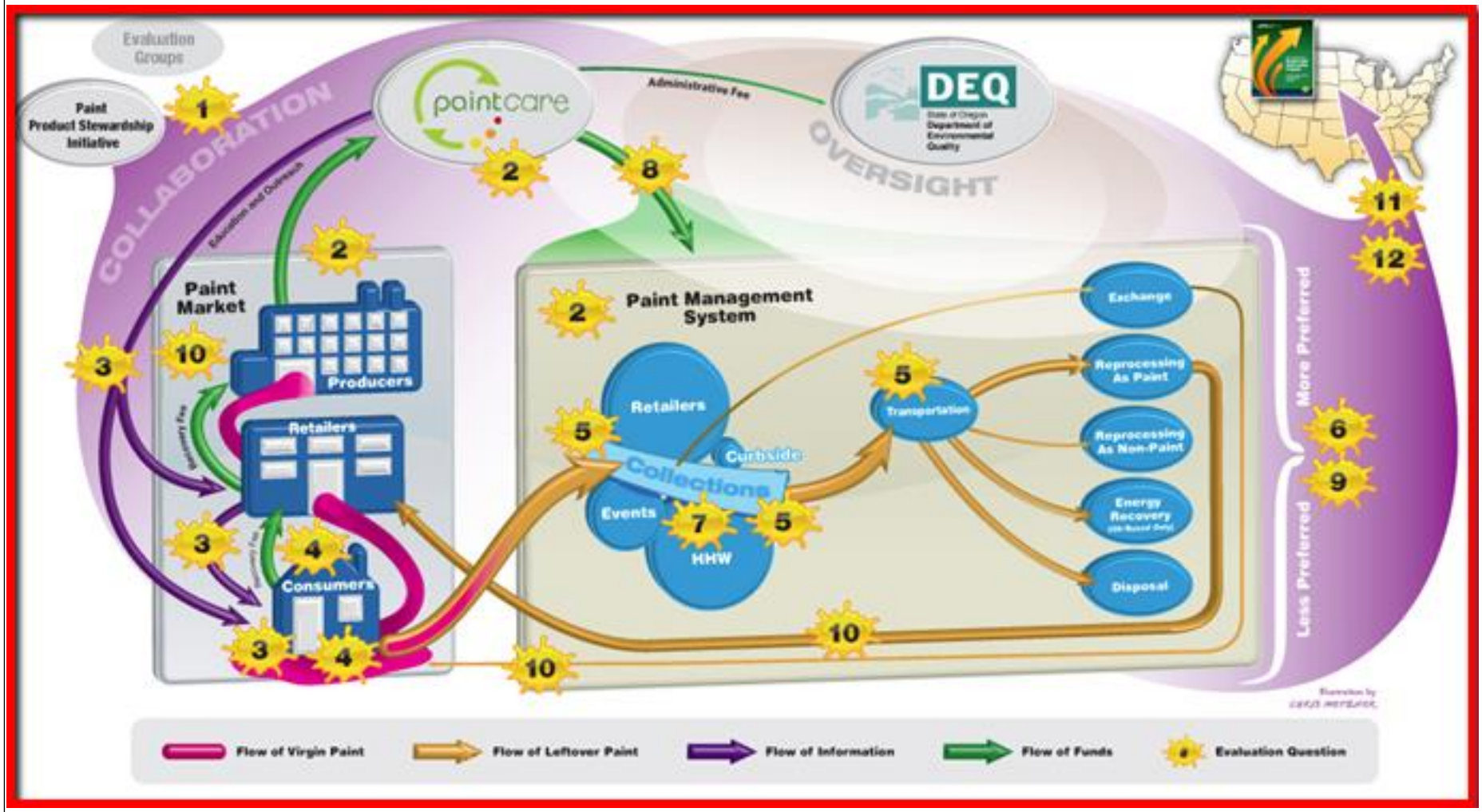


Wayne Food Initiative – WFI 2008/09

Philadelphia Childhood Lead Poisoning Prevention Program (CLPPP) Targeted Refugee and Foster Care Program

LOGIC MODEL




Evaluation Groups
Paint Product Stewardship Initiative
1
COLLABORATION
paintcare
2
Administrative Fee
8
DEQ
State of Oregon Department of Environmental Quality
OVERSIGHT
Education and Outreach
2
Paint Market
10
Producers
3
Retailers
3
4
Consumers
3
4
2
Paint Management System
5
Retailers
Curbside
Collections
Events
7
5
HHW
5
Transportation
Exchange
Reprocessing As Paint
Reprocessing As Non-Paint
Energy Recovery
Disposal
10
10
11
12
More Preferred
6
9
Less Preferred
Flow of Virgin Paint
Flow of Leftover Paint
Flow of Information
Flow of Funds
Evaluation Question

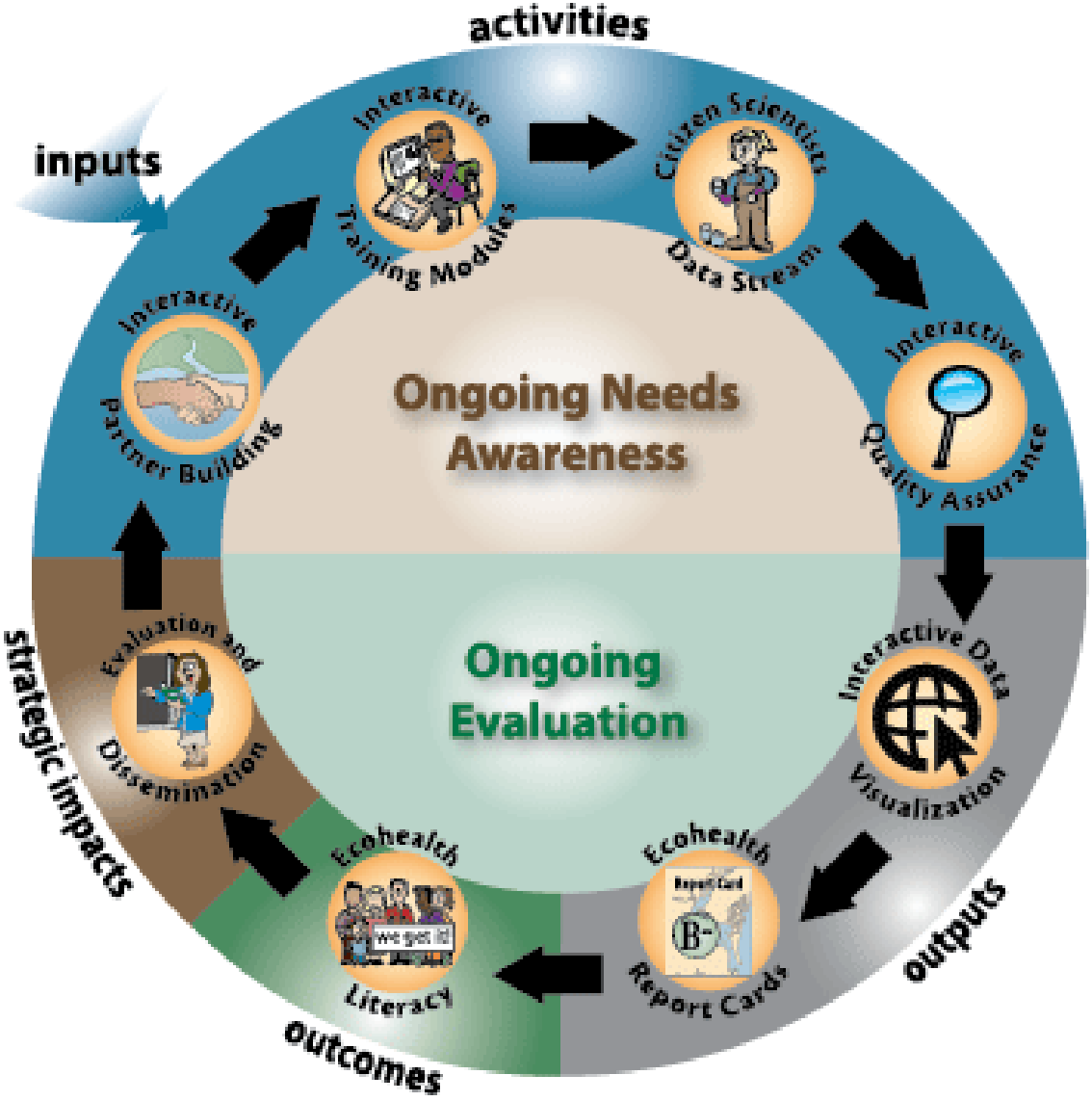
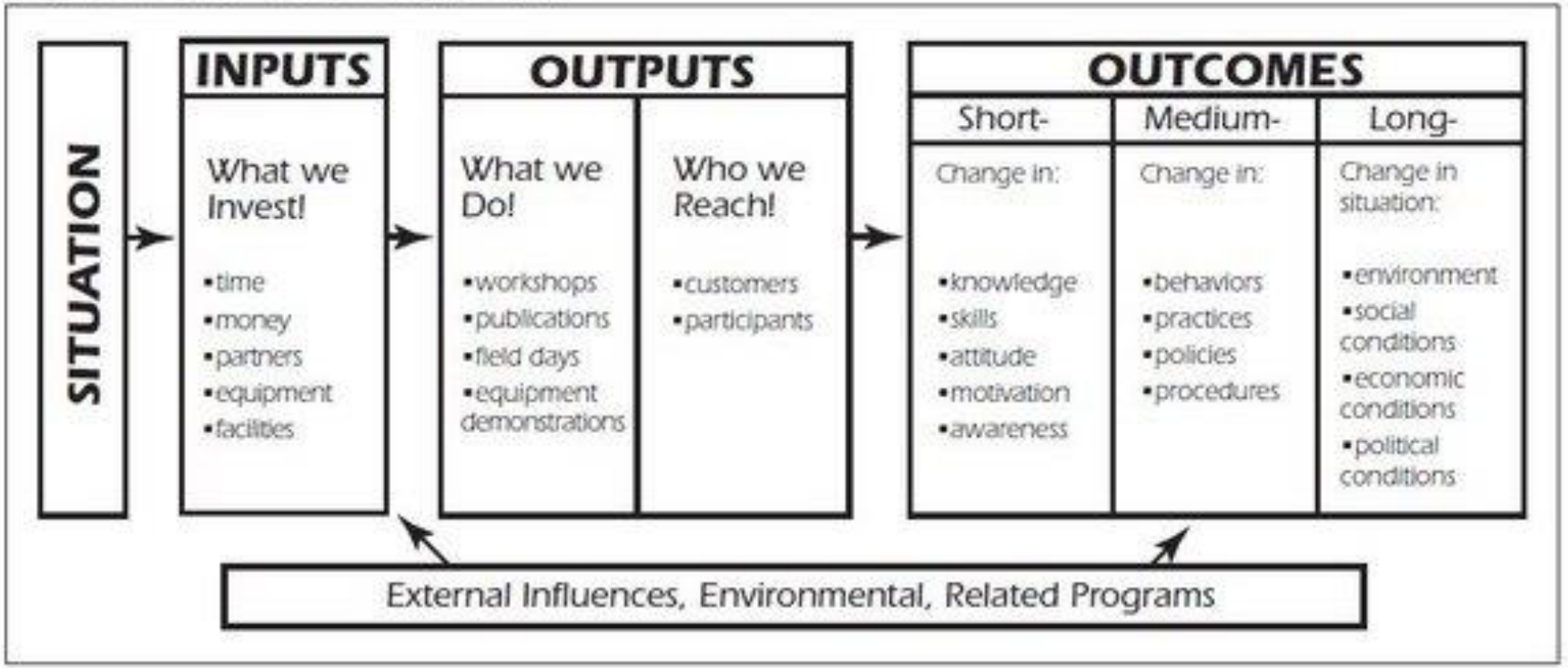

activities
inputs
Interactive Training Modules
Citizen Scientists Data Stream
Interactive Quality Assurance
Interactive Data Visualization
Ecohealth Report Cards
outputs
Ecohealth Literacy
outcomes
Evaluation and Dissemination
strategic impacts
Interactive Partner Building
Ongoing Needs Awareness
Ongoing Evaluation

Figure 1. Elements of the Logic Model.[3]

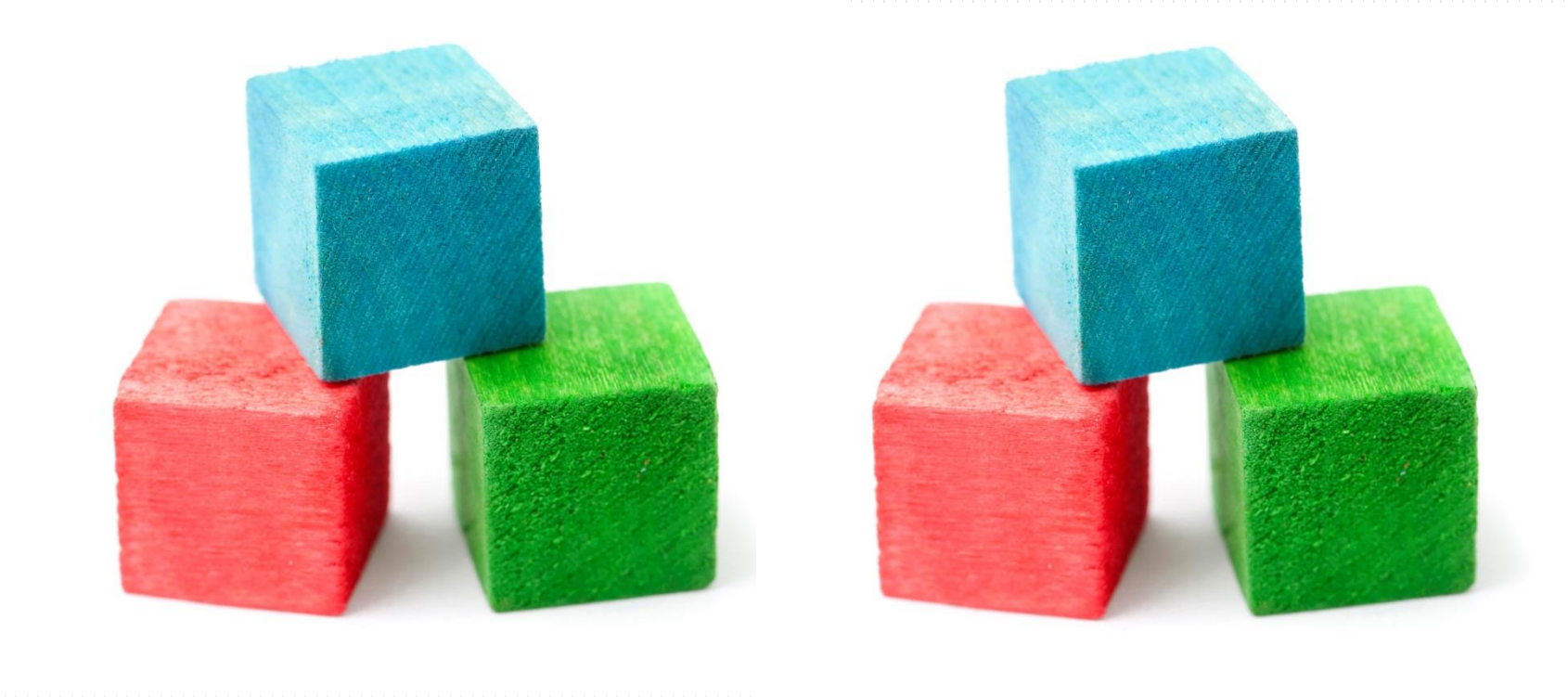


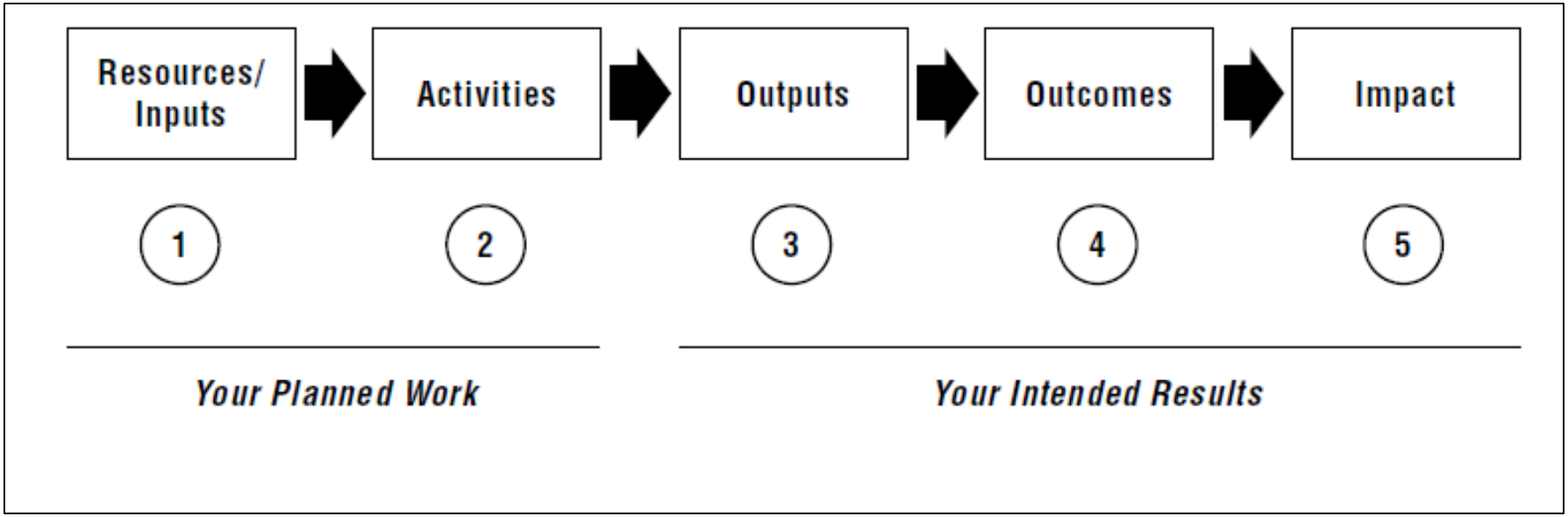
Logic Models and the Strategic Planning Framework

Logic Models and the Strategic Planning Framework

SPF Process:	**LM Components:**
1. Assess Needs	Problem
2. Build Capacity	Resources
3. Plan	Activities
4. Implement	Outputs
5. Evaluate	Outcomes

Basic Components of a Logic Model



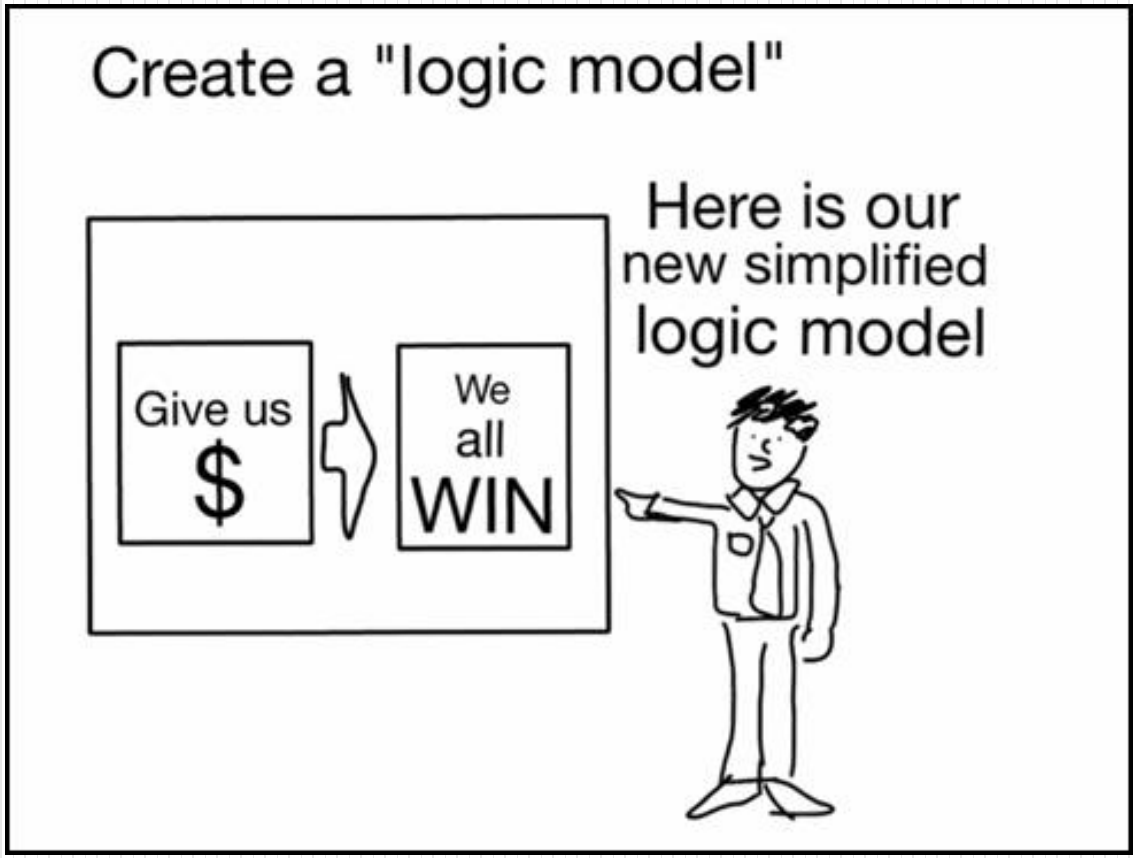


Source: W.K. Kellogg Foundation, *Logic Model Development Guide*

RESOURCES	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
Human, financial, organizational & community resources available to support the program. May also be referred to as to as *Inputs*.	What the program does w/resources. The intended processes, tools, events, technology, & actions that are part of implementation. Activities produce intended changes or results. May also be referred to as *Methods* or *Approach*	The direct products of activities: the types & levels of services to be delivered, number of people expected to participate, etc.	The specific, measurable changes in participants' behavior, knowledge, skills, status & level of functioning	The fundamental intended or unintended change occurring in organizations, communities or systems as a result of program activities within 7 to 10 years

Adapted From: W.K. Kellogg Foundation, *Logic Model Development Guide*

Building a Logic Model



Building a Logic Model
Step 1: Define the Problem

Definitions	Example
Problem **(1) The Problem**: The current condition that is causing concern in your community **(2) Causes of the Problem:** What led to the current problem or condition – how did we get here?	**Problem** **(1) The Problem**: high rates of alcohol use among youth in our community **(2) Causes of the Problem:** Youth are not properly supervised after school; social norms; liquor stores are not checking IDs.

Logic Models and the Strategic Planning Framework

SPF Process:	**LM Components:**
1. Assess Needs	Problem
2. Build Capacity	Resources
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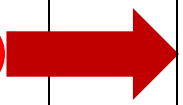
Logic Models and the Strategic Planning Framework

SPF Process:

1. Assess Needs



- Consequence
- Consumption
- Risk Factors
- Protective Factors

Building a Logic Model
Step 2: Identify Activities

Problem
High rates of alcohol use among youth in our community

Cause of the Problem:
Youth are not properly supervised after school; social norms promote drinking; liquor stores are not checking IDs.

Activities
What the program does w/resources. The intended processes, tools, events, technology, & actions that are part of implementation. Activities respond to causes of the problem and produce intended changes or results.

Building a Logic Model
Step 2: Identify Activities

Problem
High rates of alcohol use among youth in our community

Cause of the Problem:
Youth are not properly supervised after school; social norms promote drinking; liquor stores are not checking IDs.

Activities

Wilson High School will provide 4 hours a week of after-school mentoring to 200 students.

Logic Models and the Strategic Planning Framework

SPF Process:	**LM Components:**
1. Assess Needs	Problem
2. Build Capacity	Resources
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Logic Models and the Strategic Planning Framework

SPF Process:

3. Plan

Select interventions that are:

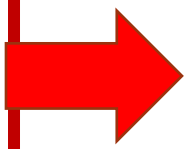
- ❑ evidence-based
- ❑ most likely to impact the factors you have prioritized
- ❑ consistent with the beliefs and attitudes of your target population.

Building a Logic Model
Step 3: Identify the Desired Outcomes

Problem

(1) The Problem: The current condition that is causing concern in your community

(2) Causes of the Problem:
What led to the current problem or condition – how did we get here?



Outcome
Specific, measurable **changes in participants'** behavior, knowledge, skills, status and level of functioning.

Building a Logic Model
Step 3: Identify the Desired Outcomes

Problem

High rates of alcohol use among youth in our community

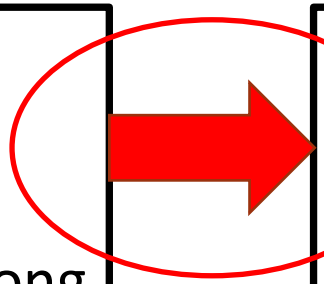
Outcome

Wilson students who participate in the program will decrease their rate of alcohol use by 50% by the end of the year.

But how do we get there?

Problem

High rates of alcohol use among youth in our community



Outcome

Wilson students who participate in the program will decrease their rate of alcohol use by 50% by the end of the year.

Building a Logic Model
Step 3: Identify the Activities

The Problem: high rates of alcohol use among youth in our community

Causes of the Problem: Youth are not properly supervised after school; social norms; liquor stores are not checking IDs.

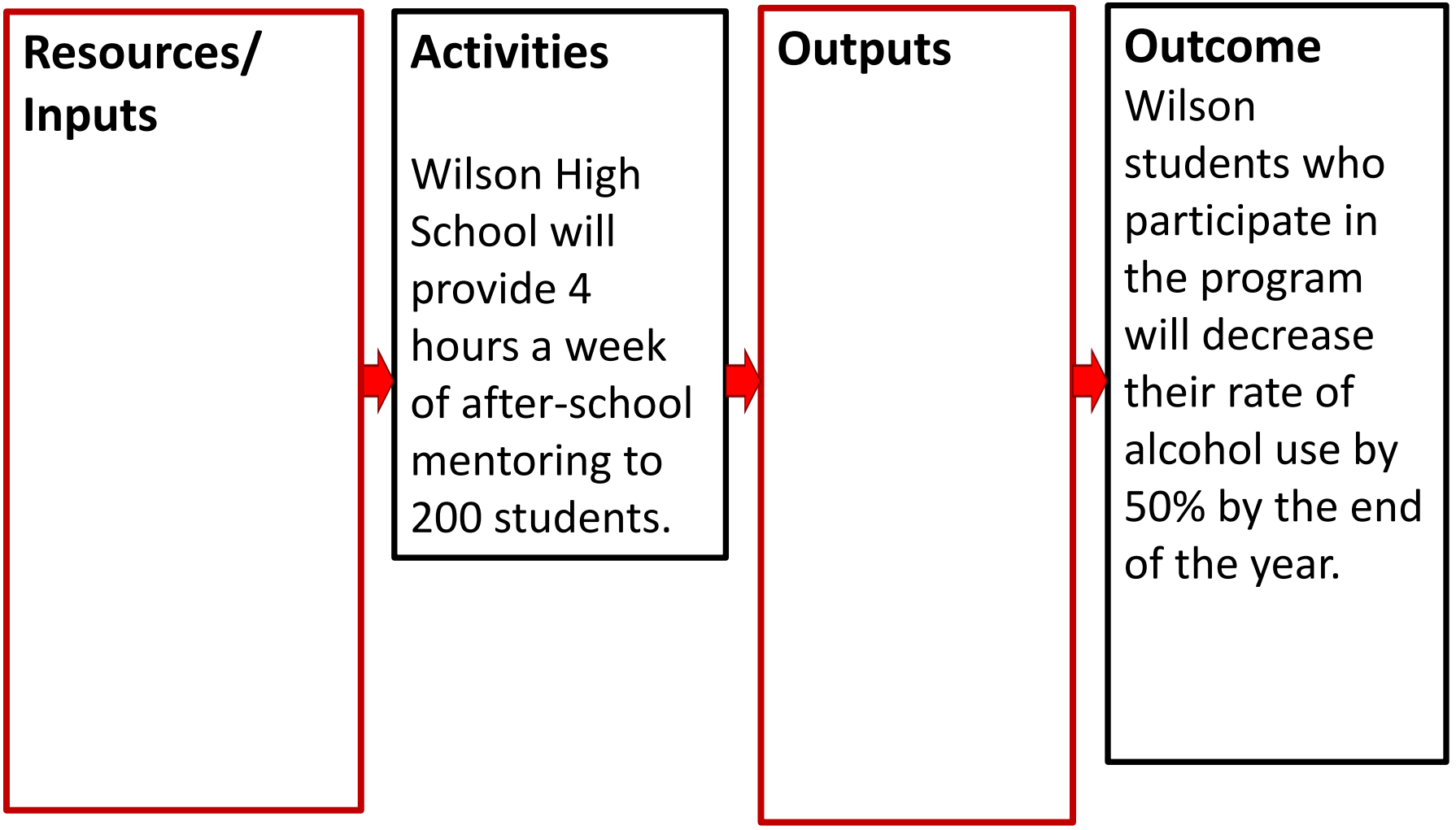
Activities:

Wilson High School will provide 4 hours a week of after-school mentoring to 200 students.

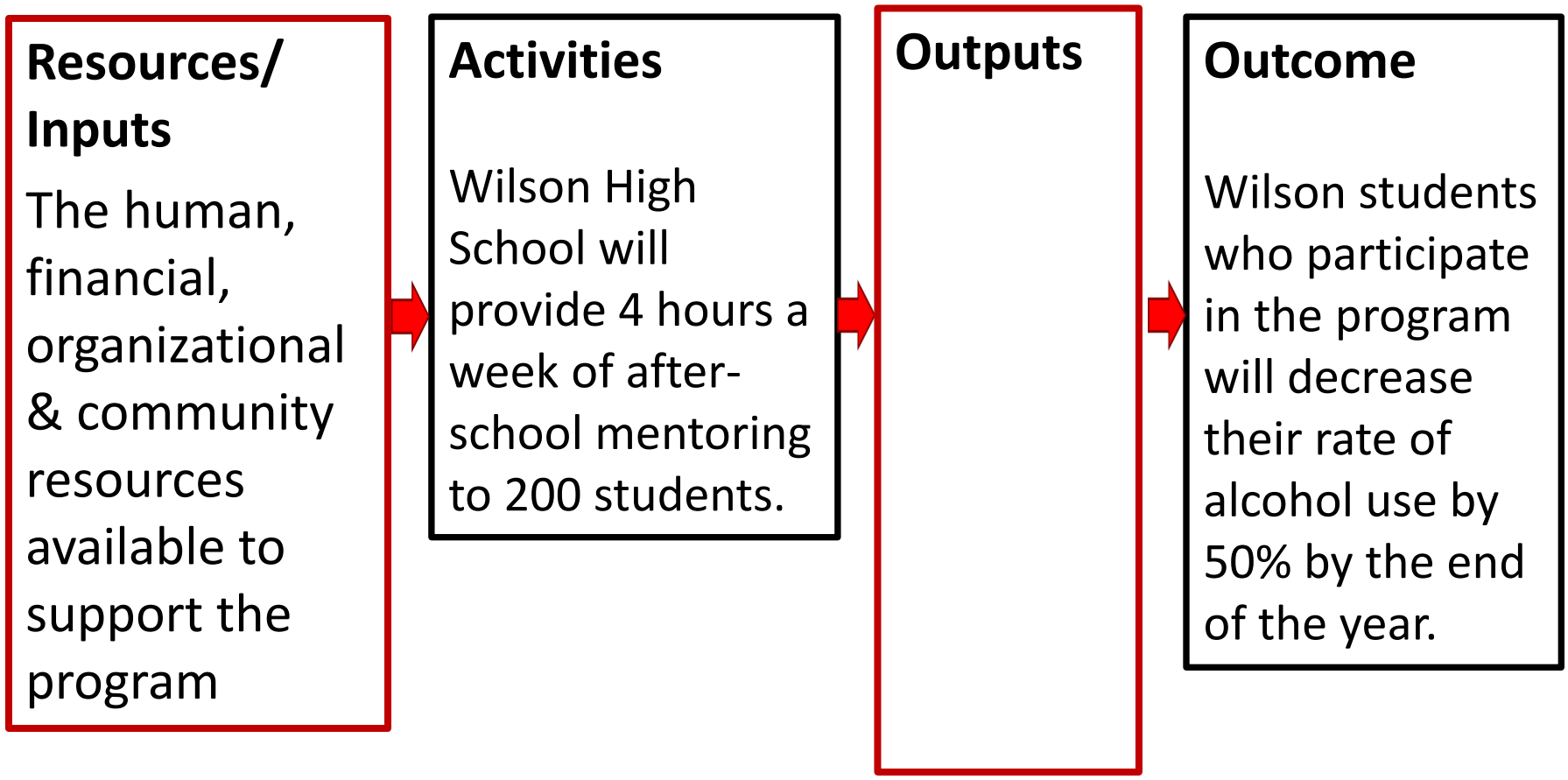
Outcome

Wilson students who participate in the program will decrease their rate of alcohol use by 50% by the end of the year.

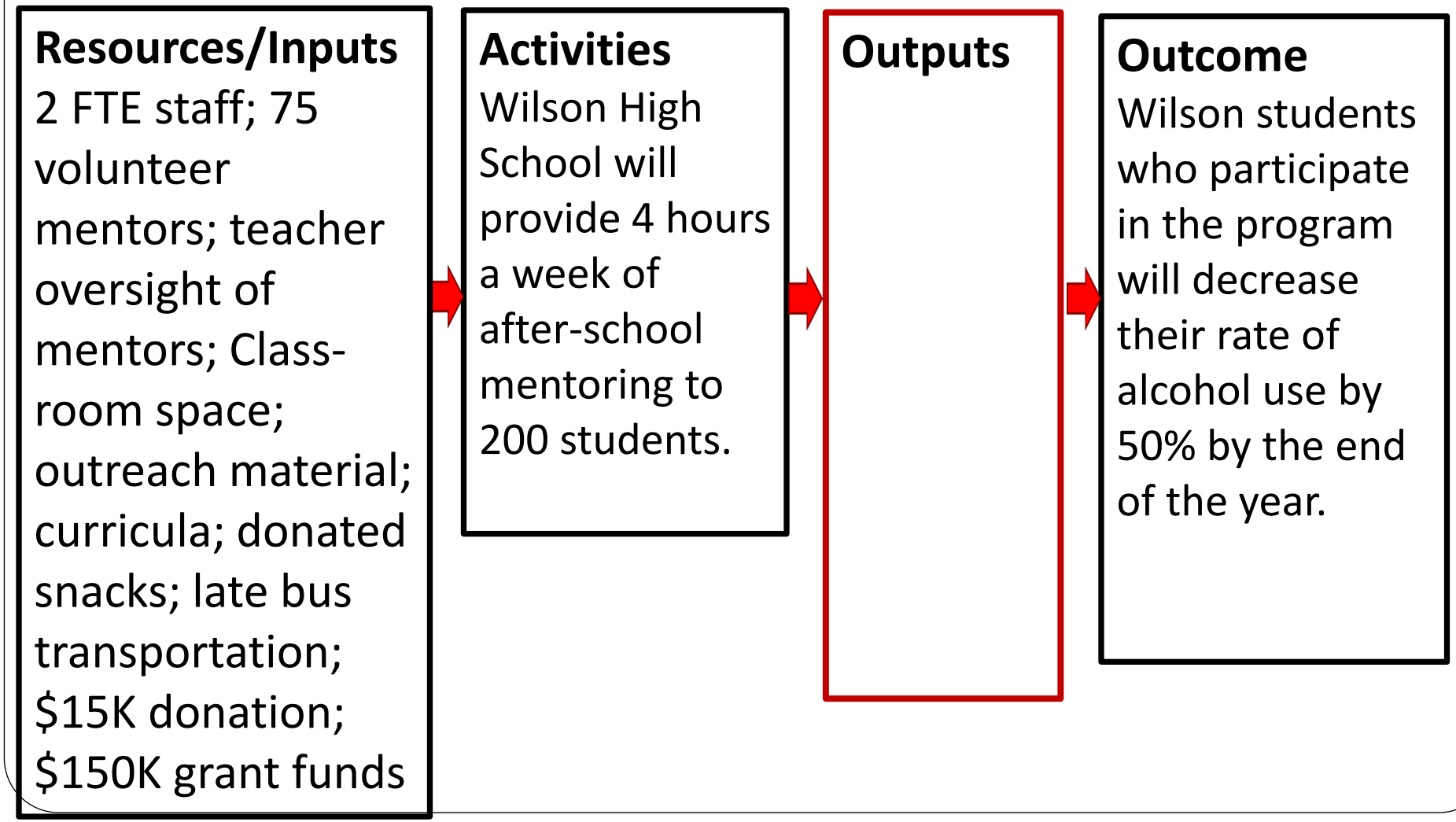
Building a Logic Model



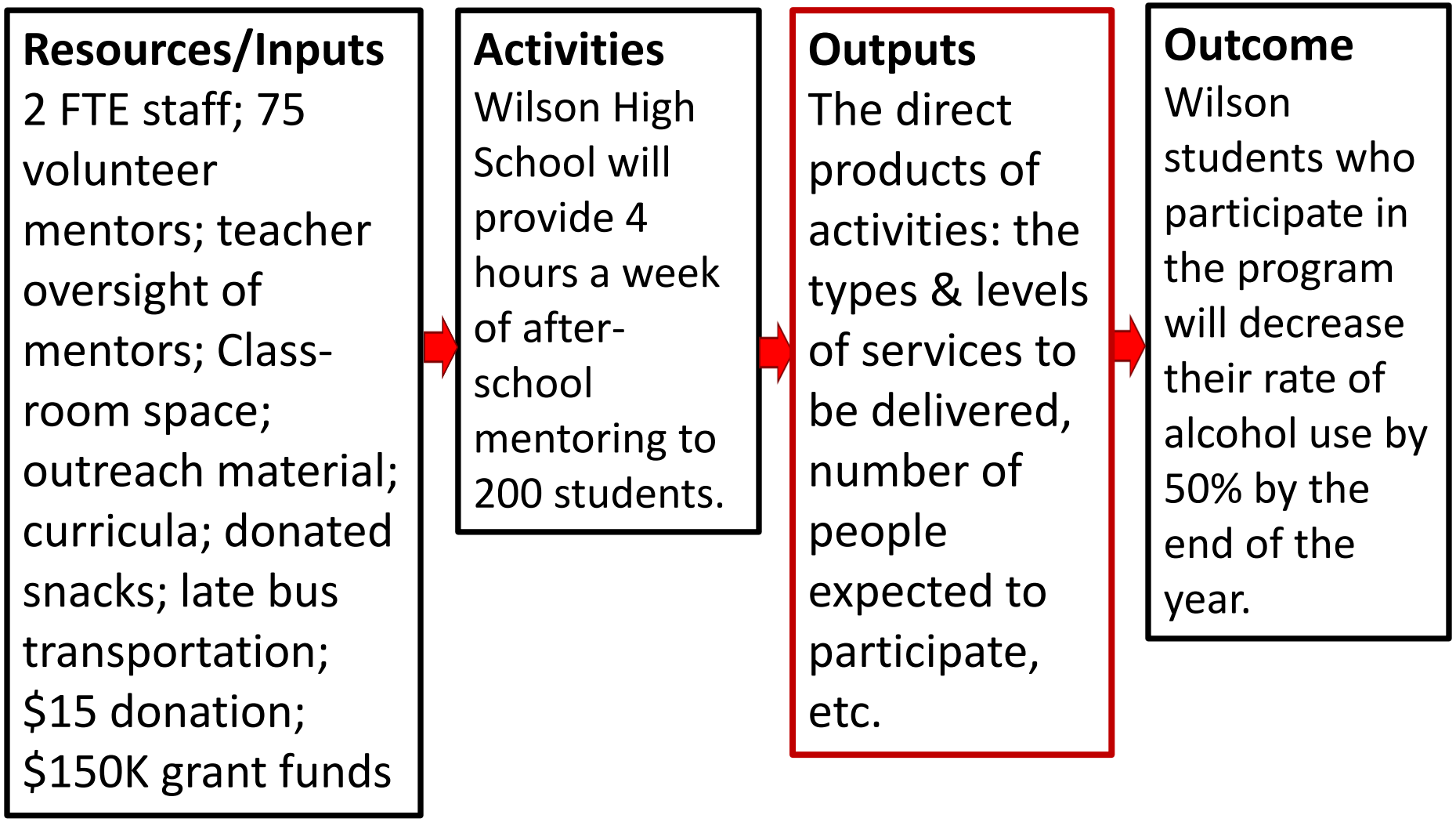
Building a Logic Model
Step 4: Identify the Resources/Inputs



Building a Logic Model
Step 4: Identify the Resources/Inputs



Building a Logic Model
Step 5: Identify the Outputs



Building a Logic Model
Step 5: Identify the Outputs

Resources/Inputs

2 FTE staff; 75 volunteer mentors; teacher oversight of mentors; Class-room space; outreach material; curricula; donated snacks; late bus transportation; $15K donation; $150K grant funds

Activities

Wilson High School will provide 4 hours a week of after-school mentoring to 200 students.

Outputs

1K flyers distributed; 100 parents attend meetings; 75 mentors trained; 200 students mentored; 800 hours of mentoring provided weekly

Outcome

Wilson students who participate in the program will decrease their rate of alcohol use by 50% by the end of the year.

PROBLEM	RESOURCES	ACTIVITIES	OUTPUTS	OUTCOME
Problem: **Cause:**				

Building a Logic Model
Step 6: Adding Evaluation

Thank you!

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